38

38

\$28,790.00

\$28,790.00

0.00

0.00

\$24,471.50

\$24,471.50

ORDER

Orders	Order / Rev:	68807								
	Alt Order #:	9853121/Brad								
	Product Desc:	Kathleen Kane	AG							
	Estimate:					WHP-TV CBS21				
	Flight Dates:	10/30/12 - 11/0	5/12	Primary AE	:	Millennium Wash	ington DC			
	Original Date / Rev:	10/28/12 / 11/0	1/12	Sales Office	e:	MNAT				
	Order Type:	GENERAL		Sales Regi	on:	National				
Agency	Name:	Campaign Gro	oup							
	Buying Contact:			Billing Type):	Cash				
	Billing Contact:			Billing Cale	ndar:	Broadcast				
		1600 Locust St	reet	Billing Cycle	e:	EOM/EOC				
		Philadelphia, PA	A 19103	Agency Co	mmission:	15%				
Advertiser	Name:	Kane/D/Attorn	ey General							
	Demographic:	НН		New Busine	ess Thru:					
	Product Codes:	State Attorney	ate Attorney General Order S			00:15:00				
	Priority:			Advertiser I	External ID:					
	Revenue Codes:	AGY, POL-CAN	ND, GEN	Agency Ext	ernal ID:					
Bill Plan				Totals						
Start Date	End Date # Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating		

November 2012

Totals

Account Executives

11/05/12

10/29/12

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

\$24,471.50

Order Share	Share	Total
WHP-TV CBS21	25%	\$28,790.00
Market	100%	\$115,160.00

38

\$28,790.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$86,370.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Lr	Ch	Start	End	Inventory Code	Break	Start/End 7	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	M-F 11p-1135p N CBS 21 News at		11p-1135p	MTWTF	:30	2	\$150.00 P-3	0.00 NM	2	\$300.00
١	<u>Sta</u> Veek: 10/		End Date 11/05/12	Weekdays MTWTF	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00						
N 2	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	СМ	7p-730p	МГЖГБ	:30	5	\$400.00 P-3	0.00 NM	2	\$800.00
١	Sta Veek: 10/		End Date 11/05/12	Weekdays MTWTF	Spots/Week 5	Rate \$400.00	Rating 0.00						

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 Order / Rev:
 68807
 Advertiser:
 Kane/D/Attorney General

 Alt Order #:
 9853121/Brad
 Product Desc:
 Kathleen Kane AG
 WHP-TV CBS21

 Flight Dates:
 10/30/12 - 11/05/12
 Estimate:

Ln Ch Start End Inventor	y Code Break Start/End	Time Days Len Spots	Rate Pri Rtg Typ	e Spots Amount
N 2 WHP 10/30/12 11/05/12 M-F 7p-7		MΓWΓF :30 5	\$400.00 P-3 0.00 NM	2 \$800.00
M-F 7p-7 Start Date End Date Weekd	Spots/Week Rate 5 \$400.00 Start/End Time 7p-730p	Rating 0.00 Weekdays Ler	ngth <u>Rate</u> <u>Rtg Type</u> :30 (\$400.00) 0.00 <i>NI</i>	-
[No Avail] 2 WHP 10/30/12-11/05/12 M-F 7p-730	, ,	МГWГhF	:30 (\$400.00) 0.00 NI	Л
See MG 22.2,22.3,22.4,22.5,22.6, [No Avail] 3 WHP 10/30/12-11/05/12 M-F 7p-730	, ,	MTWThF	:30 (\$400.00) 0.00 NI	4
See MG 3.6,3.7,3.8,3.9,3.10,3.11, [No Avail]	· · ·	WII WITHY	.30 (\$400.00) 0.00 Mi	
N 3 WHP 10/30/12 11/05/12 M-F 730 M-F 730		MTWTF :30 5	\$450.00 P-3 0.00 NM	12 \$2,770.00
Start Date End Date Weekd Week: 10/30/12 11/05/12 MTWTF-		Rating 0.00		

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Order / Rev: 68807 Advertiser: Kane/D/Attorney General

Alt Order #: 9853121/Brad Product Desc: Kathleen Kane AG WHP-TV CBS21

Ln Ch Start End Inventory Code	Break	Start/End T	ime Days	Len Spot	ts I	Rate Pri	Rtg 1	Гуре	Spots	Amount
N 3 WHP 10/30/12 11/05/12 M-F 730p-8p	СМ	730p-8p	MTWTF-	- :30		450.00 P-3	0.00		12	\$2,770.00
M-F 730p-8p		Б.,	5 :							
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/30/12 <u>11/05/12</u> <u>MTWTF</u>	ots/Week 5	Rate \$450.00	Rating 0.00							
Spot Ch Date Range Description	_	/End Time	0.00	Weekdays	Length	Rate	Rtg 1	уре		
1 WHP 10/30/12-11/05/12 M-F 730p-8p	730p	-8p		МГWГhF	:30	(\$450.00)	0.00	NM		
See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22 [No Avail]	.9									
3 WHP 10/30/12-11/05/12 M-F 730p-8p	730p	-8p		МТWТhF	:30	(\$450.00)	0.00	NM		
See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22 [No Avail]	.9									
4 WHP 10/30/12-11/05/12 M-F 730p-8p See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22 [No Avail]	730p .9	-8p		MΓWΓhF	:30	(\$450.00)	0.00	NM		
5 WHP 10/30/12-11/05/12 M-F 730p-8p	730p	-8p		MTWThF	:30	(\$450.00)	0.00	NM		
See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3. [Due to Political] Due to Political		•				(+)				
6 WHP 11/02/12-11/05/12 M-F 4p-5p	4p-5	0		MF	:30	\$450.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5 [MG within Flight]										
7 WHP 11/02/12-11/05/12 M-F 4p-5p	4p-5	0		MF	:30	\$450.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5 [MG within Flight]	•					,				
8 WHP 11/02/12-11/05/12 M-F 3p-4p	3p-4	0		MF	:30	\$275.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5 [MG within Flight]										
9 WHP 11/02/12-11/05/12 M-F 3p-4p	3p-4	0		MF	:30	\$275.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5 [MG within Flight]										
10 WHP 11/02/12-11/05/12 M-F 5a-6a News	5a-6	а		MF	:30	\$60.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5 [MG within Flight]										
11 WHP 11/02/12-11/05/12 M-F 6a-7a News	6a-7a	а		MF	:30	\$120.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5										
[MG within Flight] 12 WHP 11/02/12-11/05/12 Late Late Show	1005	0.1250		MF	.20	\$35.00	0.00	NIM		
MG for 4.2,18.1,2.3,3.5	1233	a-135a		M	:30	φ35.00	0.00	INIVI		
[MG within Flight]										
13 WHP 11/04/12-11/04/12 CBS Sun Morning	9a-1	030a		Su	:30	\$400.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5 [MG within Flight]										
14 WHP 11/04/12-11/04/12 EM Sun Rotator	8:30	AM-9:00 AM	3:30 AM-9:00 A	ASu	:30	\$175.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5										
[MG within Flight] 15 WHP 10/30/12-11/05/12 Sa 1230a-130a	1000	a-130a		Co	.20	¢20.00	0.00	NINA		
MG for 4.2,18.1,2.3,3.5	1230	a-130a		Sa	:30	\$20.00	0.00	INIVI		
[MG within Flight]										
16 WHP 10/30/12-11/05/12 Su 1130p-1230a	1130	p-1230a		Su	:30	\$60.00	0.00	NM		
MG for 4.2,18.1,2.3,3.5 [MG within Flight]										
N 4 WHP 10/30/12 11/05/12 Sa Prime Access Rot	ato C M	7p-8p	S	S- :30	2 \$	135.00 P-3	0.00	NM	1	\$135.00
Sa Prime Access Rot		5	D-ti							
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/30/12 11/05/12S-	ots/Week 2	Rate \$135.00	Rating 0.00							
Spot Ch Date Range Description		/End Time	0.00	Weekdays	Length	Rate	Rtg 1	уре		
2 WHP 10/30/12-11/05/12 Sa Prime Access Rotato				Sa	:30	(\$135.00)	0.00	NM		
See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.1 [Due to Political] Due to Political	14,3.15,3.1	б								
N 5 WHP 10/30/12 11/05/12 Tue Reg 1	СМ	8p-9p	- T	- :30	1 \$1,8	300.00 P-3	0.00	NM	0	\$0.00
Tue 8p-9p Start Date End Date Weekdays Sp	ots/Week	Rate	Rating							
								•		

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Order / Rev: 68807 Advertiser: Kane/D/Attorney General

Alt Order #: 9853121/Brad Product Desc: Kathleen Kane AG WHP-TV CBS21

Ln Ch S	tart End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
N 5 WHP 10	/30/12 11/05/1	2 Tue Reg 1 Tue 8p-9p	СМ	8p-9p	- T	:30	1 \$1,800.00 P-3	0.00 NM	0	\$0.00
Start D: Week: 10/30/1	_	Weekdays	Spots/Week	Rate \$1,800.00	Rating 0.00					
Spot Ch Dat	te Range	Description	Star	t/End Time	<u>w</u>	/eekdays		Rtg Type		
	′30/12-11/05/12 G 22.2,22.3,22.	Tue Reg 1 4,22.5,22.6,22.7,22.	8p-9 . <i>8,22.9</i>	p	='	T	- :30 (\$1,800.00)	0.00 NM		
[No Ava			214	0.40			4 04 000 00 00	0.00.1114		0.1 000 00
	/30/12 11/05/1	Tue 9p-10p	CM	9p-10p	- T	:30	1 \$1,600.00 P-3	0.00 NM	1	\$1,600.00
Start D: Week: 10/30/1	_	<u>Weekdays</u> - T	Spots/Week 1	Rate \$1,600.00	Rating 0.00					
N 7 WHP 10		2 Tue Reg 3 Tue 10p-11p	СМ	10p-11p	- T	:30	1 \$1,300.00 P-3	0.00 NM	1	\$1,300.00
Start Do Week: 10/30/1		Weekdays - T	Spots/Week 1	Rate \$1,300.00	Rating 0.00					
N 8 WHP 10	/30/12 11/05/1	Wed Reg 1 Wed 8p-9p	CM	8p-9p	W	:30	1 \$1,600.00 P-3	0.00 NM	1	\$1,600.00
Start Day 10/30/1		<u>Weekdays</u> W	Spots/Week 1	Rate \$1,600.00	Rating 0.00					
N 9 WHP 10	/30/12 11/05/1	Wed Reg 2 Wed 9p-10p	CM	9p-10p	W	:30	1 \$1,600.00 P-3	0.00 NM	1	\$1,600.00
Start Da Week: 10/30/1		<u>Weekdays</u> W	Spots/Week	Rate \$1,600.00	Rating 0.00					
N10 WHP 10			CM	10p-11p	W	:30	1 \$1,100.00 P-3	0.00 NM	1	\$1,100.00
Start Day Week: 10/30/1			Spots/Week 1	Rate \$1,100.00	Rating 0.00					
N11 WHP 10	/30/12 11/05/1	2 Thu Reg 1 Thu 8p-9p	CM	8p-9p	T	:30	1 \$1,700.00 P-3	0.00 NM	1	\$1,700.00
Start D: Week: 10/30/1		<u>Weekdays</u>	Spots/Week 1	Rate \$1,700.00	Rating 0.00					
	/30/12 11/05/12		CM	10p-11p	T	:30	1 \$1,400.00 P-3	0.00 NM	1	\$1,400.00
Start D: Week: 10/30/1	_		Spots/Week	Rate \$1,400.00	Rating 0.00					
N13 WHP 10	/30/12 11/05/1	2 Fri Reg 2 Fri 9p-10p	СМ	9p-10p	F	:30	1 \$900.00 P-3	0.00 NM	1	\$900.00
Start Do Week: 10/30/1		Weekdays	Spots/Week 1	Rate \$900.00	Rating 0.00					
N14 WHP 10	/30/12 11/05/1	2 Fri Reg 3 Fri 10p-11p	CM	10p-11p	F	:30	1 \$1,000.00 P-3	0.00 NM	1	\$1,000.00
Start D: Week: 10/30/1		Weekdays	Spots/Week	Rate	Rating 0.00					
Spot Ch Dat		Description		\$1,000.00 t/End Time 11p	<u>w</u>	/eekdays F		Rtg Type 0.00 NM		
See Me		Ü	- F	•			(, ,=== ,=,			
→ MG for		J	10p-	11p	-	F	- :30 \$1,000.00	0.00 NM		
N15 WHP 10	Political] Due t /30/12 11/05/1	2 Sat Reg 3	СМ	10p-11p	S-	:30	1 \$375.00 P-3	0.00 NM	0	\$0.00
Start D	ate End Date	Sat 10p-11p Weekdays	Spots/Week	Rate	Rating					
Week: 10/30/1	11/05/12	S- Description	1	\$375.00 t/End Time	0.00	/eekdays	Length Rate	Rtg Type		
1 WHP 10/	/30/12-11/05/12		10p-		<u>v</u>	Sa-				
	m Change]	. , -,, -	-							

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Order / Rev: 68807 Advertiser: Kane/D/Attorney General

Alt Order #: 9853121/Brad Product Desc: Kathleen Kane AG WHP-TV CBS21

Ln Ch Start End	Inventory Code	e Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N16 WHP 10/30/12 11/05	/12 Sun Reg 2 Sun 8p-9p	СМ	8p-9p	S	:30	1 \$1,800.00 P-3	0.00 NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 <u>End Date</u>		Spots/Week 1	Rate \$1,800.00	Rating 0.00					
N17 WHP 10/30/12 11/05	/12 Sun Reg 3 Sun 9p-10p	CM	9p-10p	S	:30	1 \$1,200.00 P-3	0.00 NM	1	\$1,200.00
Start Date End Date Week: 10/30/12 End Date 11/05/-		Spots/Week 1	Rate \$1,200.00	Rating 0.00					
N18 WHP 10/30/12 11/05	/12 Sun Reg 4 Sun 10p-11p	СМ	10p-11p	S	:30	1 \$1,200.00 P-3	0.00 NM	0	\$0.00
Start Date End Date Week: 10/30/12 11/05/		Spots/Week 1	Rate \$1,200.00	Rating 0.00					
Spot Ch Date Range 1 WHP 10/30/12-11/05/	<u>Description</u> 12 Sun Reg 4	<u>Star</u> 10p-	t/End Time 11p	<u>W</u>	<u>/eekdays</u> Su	Length Rate :30 (\$1,200.00)	Rtg Type 0.00 NM		
See MG 3.6,3.7,3.8, [No Avail]	3.9,3.10,3.11,3.12,3.1	3,3.14,3.15,3.	16						
N19 WHP 10/30/12 11/05	/12 Mon Reg 2 Mon 9p-10p	СМ	9p-10p	М	:30	1 \$1,500.00 P-3	0.00 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 <u>End Date</u>		Spots/Week 1	Rate \$1,500.00	Rating 0.00					
N20 WHP 10/30/12 11/05	/12 Mon Reg 3 Mon 10p-11p	СМ	10p-11p	М	:30	1 \$1,300.00 P-3	0.00 NM	0	\$0.00
Start Date End Date Week: 10/30/12 11/05/-		Spots/Week 1	Rate \$1,300.00	Rating 0.00					
Spot Ch Date Range 1 WHP 10/30/12-11/05/	<u>Description</u> 12 Mon Reg 3	<u>Star</u> 10p-	t/End Time -11p		<u>/eekdays</u>	Length Rate :30(\$1,300.00)	Rtg Type 0.00 NM		
See MG 22.2,22.3,2 [No Avail]	2.4,22.5,22.6,22.7,22.	8,22.9							
N21 WHP 10/30/12 11/05	/12 Fri Reg 1 Fri 8p-9p	СМ	8p-9p	F	:30	1 \$800.00 P-3	0.00 NM	1	\$800.00
Start Date End Date Week: 10/30/12 11/05/-		Spots/Week 1	Rate \$800.00	Rating 0.00					
N22 WHP 10/30/12 11/05	/12 Sat Reg 1 Sat 8p-9p	CM	8p-9p	S-	:30	1 \$310.00 P-3	0.00 NM	8	\$7,285.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 <u>11/05/</u>		Spots/Week 1	Rate \$310.00	Rating 0.00					

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Order / Rev: 68807 Advertiser: Kane/D/Attorney General

Alt Order #: 9853121/Brad Product Desc: Kathleen Kane AG WHP-TV CBS21

Ln Ch Start End Inventory Code	Break Start/End Tir	ne Days Len Spots	Rate Pri	Rtg Type S	Spots	Amount
N22 WHP 10/30/12 11/05/12 Sat Reg 1	CM 8p-9p	S- :30 1			. 8	\$7,285.00
Sat 8p-9p	, -,		•			, ,
Start Date	Spots/Week Rate	Rating		I		
Week: 10/30/12 11/05/12 S-	1 \$310.00	0.00		- 1		
Spot Ch Date Range Description	Start/End Time			Rtg Type		
1 WHP 10/30/12-11/05/12 Sat Reg 1	8p-9p	Sa	:30 (\$310.00)	0.00 NM		
See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8, [Program Change]						
2 WHP 10/30/12-11/05/12 SEC Prime Game	Various	Sa	:30 \$550.00	0.00 NM		
MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1 [No Avail]	,15.1,22.1					
3 WHP 10/30/12-11/05/12 NFL RS Game Early	1p-4p	SaSu	:30 \$1,300.00	0.00 NM		
MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1 [No Avail]	,15.1,22.1					
4 WHP 10/31/12-11/05/12 M-F 730p-8p	730p-8p	M- WΓhF	:30 \$800.00	0.00 NM		
MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1 [MG within Flight]	,15.1,22.1					
5 WHP 10/31/12-11/05/12 M-F 730p-8p	730p-8p	M- WΓhF	:30 \$800.00	0.00 NM		
MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1 [MG within Flight]	,15.1,22.1					
6 WHP 10/31/12-11/05/12 M-F 7p-730p	7p-730p	M- WΓhF	:30 \$700.00	0.00 NM		
MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1 [MG within Flight]	,15.1,22.1					
7 WHP 10/30/12-11/05/12 Mon Reg 1	8p-9p	M	:30 \$1,300.00	0.00 NM		
MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1 [MG within Flight]	,15.1,22.1					
8 WHP 10/30/12-11/05/12 Sa 1130p-1230a	1130p-1230a	Sa	:30 \$35.00	0.00 NM		
MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1 [MG within Flight]	,15.1,22.1					
9 WHP 10/30/12-11/05/12 NFL RS Game Steele	rs 4:00 PM-7:00 PM(4:0	00 PM-7:00 P⊦ Su	:30 \$1,800.00	0.00 NM		
(h) MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1 [MG within Flight]	,15.1,22.1					
N23 WHP 10/30/12 11/05/12 Sat Reg 2	CM 9p-10p	S- :30 1	\$350.00 P-3	0.00 NM	0	\$0.00
Sat 9p-10p	, -,		,			,
	Spots/Week Rate	Rating Pating		- 1		
Week: 10/30/12 11/05/12S-	1 \$350.00	0.00		D		
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> 1 WHP 10/30/12-11/05/12 Sat Reg 2	Start/End Time	<u>Weekdays</u> <u>Le</u> Sa	ength Rate :30 (\$350.00)	Rtg Type		
See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,	9p-10p	sa	.30 (\$300.00)	0.00 11111		
[Program Change]	22.9					
N24 WHP 10/30/12 11/05/12 Sun Reg 1	CM 7p-8p	S :30 1	\$1,000.00 P-3	0.00 NM	0	\$0.00
Sun 7p-8p			**,*********		-	*****
Spot Ch Date Range Description	Start/End Time	Weekdays Le		Rtg Type		
1 WHP 10/30/12-11/05/12 Sun Reg 1	7p-8p	Su	:30 (\$1,000.00)			
See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8, [No Avail]	22.9					